**Cadre Subcommittee Goal Attainment Report**

**Committee Name**: Effectiveness & Efficiency

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| **Overall Goal** | **Objectives to achieve goal** | **Specific strategies/tasks to**  **accomplish Objective** | **Metric \*** | **Progress to Date** |
| Develop a plan to market the academies and CTE programs | Identify a platform for social marketing for use by Volusia County Schools, academy alumni, businesses and the community. | 1.The platform will assist in recruiting graduated students to join academy advisory boards and play an active role in the academies.  2.The platform will provide a social gathering place for businesses, teachers and students to interact.  3.Assist academies in developing a Face Book presence | Develop a website model to be used by all academies to accomplish the marketing goals | A website has been developed for Mainland’s Academy of Communication & Multimedia Technology (ACMT) to be up by June 5, 2011. |
|  | Establish academy alumni associations and develop  a “profile/case study” of an academy graduate, created by an identified academy and used by other academies to recruit academy alumni. |  |  | The website will be the vehicle for finding and enlisting academy alumni to participate. |
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*\* How will you measure your tasks/strategy to accomplish intended outcomes?*